

Message Text

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ACTION ARA-10

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FM AMEMBASSY SAN SALVADOR
TO SECSTATE WASHDC PRIORITY 4320

UNCLAS SAN SALVADOR 2295

FOR TODMAN AND DUFFEY

E.O. 11652: N/A
TAGS: SCUL
SKBJECT: CULTURAL INITIATIVES

REF: STATE 096982

1. IN PRINCIPLE, WE BELIEVE THAT THE SCOPE OF OUR
CULTURAL ACTIVITY SHOULD AND CAN BE INCREASED CONSIDERABLY
TO REACH BEYOND SOCIAL AND POLITICAL ELITES TO PUT THE US
CLOSER IN TOUCH WITH WIDER SEGMENTS OF THE POPULACE.

2. A. US INTERESTS IN SOCIO-ECONOMIC DEVELOPMENT CONSTITUTE
A NEED THAT CAN PARTIALLY BE MET BY INCREASED CULTURAL
EXCHANGE PROGRAMS FOR SENDING RELATIVELY LARGE NUMBERS OF
MARGINAL YOUTH, URBAN AND RURAL POOR, TO THE US FOR TRAINING
AT HIGH SCHOOL AND JUNIOR COLLEGE/TRADE SCHOOL LEVEL
TO INCREASE THEIR INDUSTRIAL AND AGRICULTURAL SKILLS. BRINGING
MORE SPANISH SPEAKING TEACHERS TO LATIN AMERICAN COUNTRIES
SPECIALIZED IN INDUSTRIAL AND AGRICULTURAL SKILLS SHOULD ALSO
BE CONSIDERED. WHETHER THIS IS DONE BY USIS, STATE/CU, PEACE
CORPS, AID, OR SOME OTHER AGENCY, IS IMMATERIAL BUT ALL SHOULD
WORK TOGETHER WITH WHATEVER FUNDS MAY BE AVAILABLE TO SERVE
THESE DEFINED US INTERESTS. (AID IS ALREADY WORKING ON PROGRAM
FOR TRAINING IN DEVELOPMENT, WITH WHICH AN ACCELERATED EXCHANGE
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PROGRAM COULD BE TIED.)

B. NEEDS FOR GETTING US CULTURE AND TECHNICAL KNOW-HOW
OUT TO MARGINAL PEOPLES COULD BE MET BY ESTABLISHMENT
(OR RE-ESTABLISHMENT) IN OUTLYING AREAS OF US CULTURAL CENTERS,
OF WHATEVER STRUCTURE OR RELATIONSHIP TO THE LOCAL
COMMUNITY, WITH MOBILE FILM/VTR SHOWS, AMERICAN CULTURAL

PROGRAMS WHICH APPEAL TO MASS AUDIENCES RATHER THAN THE ELITE, AND SIMPLE HOW-TO-DO-IT OR HOW-WE-DO-IT LIBRARIES EMPHASIZING AGRICULTURAL SKILLS, AS WELL AS PARLIAMENTARY PRACTICE AND OTHER MATERIALS ENCOURAGING POLITICAL DEVELOPMENT.

C. A GREATER OPPORTUNITY EXISTS FOR ASSISTING, THROUGH EXCHANGE PROGRAMS, THE SAFEGUARDING OF CULTURAL AND NATURAL PATRIMONY AND ENHANCEMENT OF ENVIRONMENTAL QUALITY. WE SHOULD INCREASE OUR FUNDING FOR ANTHROPOLOGICAL AND ARCHAEOLOGICAL RESEARCH, EXPANDED MUSEUM ACTIVITIES AND ESTABLISHMENT OF NATIONAL PARKS AND PRESERVES, TO HELP STOP THE LOSS TO MANKIND OF THESE HERITAGES AND TO APPEAL TO THE NATIONAL PRIDE OF THE PEOPLES INVOLVED.

D. WE ALSO HAVE AN OPPORTUNITY TO MOBILIZE OUR ALREADY SIGNIFICANT POPULATION OF LATIN AMERICAN EXTRACTION TO ENHANCE OUR CULTURAL EXCHANGE PROGRAMS. MORE INVOLVEMENT OF SPANISH-SPEAKING AMERICANS IN EXCHANGE PROGRAMS,-- ON THE RECEIVING END IN THE US AND TO SEND TO LATIN AMERICA,-- SHOULD BE FURTHER ENCOURAGED.

3. WE COULD BEST ENGAGE THE HOST GOVERNMENTS, INSITUITIONS, AND PRIVATE SECTORS BY APPEALING TO THEIR SELFISH AND NATIONAL INTERESTS. INCREASING SKILL LEVELS SHOULD APPEAL TO ECONOMIC AND DEVELOPMENT INTERESTS. PRESERVATION OF NATIONAL PREHISTORICAL HERITAGE AND NATURAL TREASURES SHOULD APPEAL TO NATIONAL PRIDE. ANY PROGRAM FOR LARGE SCALE TRAINING OF YOUTH IN THE US, HOWEVER, MUST BE ACCOMPANIED BY COMMITMENT ON THE PART OF THE LOCAL GOVERNMENT OR OTHER

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INSTITUTIONS TO ENCOURAGE THEIR RETURN AND SUBSEQUENT UTILIZATION IN GAINFUL EMPLOYMENT.

4. A COUNTRY'S THINKERS AND EDUCATORS COULD BEST BE ATTRACTED BY MORE EXTENSIVE POST-GRADUATE COURSES IN THE US. AID'S TRAINING FOR DEVELOPMENT PROGRAM WOULD FIT IN TO THIS APPROACH. INCREASED USE OF THE ALREADY EXCELLENT OBSERVATION TRIPS AND MULTI-REGIONAL SEMINARS AND OTHER PROGRAMS SHOULD ALSO BE CONSIDERED. AGAIN THERE ARE A NUMBER OF US GOVERNMENT AGENCIES, AND NON-GOVERNMENTAL INSTITUTIONS WITH GOVERNMENT SUPPORT, WHICH CAN HELP IN THIS APPROACH AND THEIR EFFORTS SHOULD BE COORDINATED AND ENCOURAGED AT COUNTRY AND REGIONAL LEVEL.

5. IN ALL THIS THE LOCAL POLITICAL CLIMATE MUST BE KEPT IN MIND, FOR INSTANCE, IT WOULD BE DESIRABLE TO ENCOURAGE THROUGH

EXCHANGE PROGRAMS A GREATER RESPECT FOR HUMAN RIGHTS AND POLITICAL DEVELOPMENT IN GENERAL IN EL SALVADOR, ESPECIALLY ON THE PART OF POLITICAL OPPOSITION TO EXPRESS DISSENT, BUT

OPPORTUNITIES TO DO SO ARE PROBABLY AT A LOW POINT AT THE
PRESENT TIME.

6. EVEN THOUGH LATE, WE HOPE ABOVE MAY PRESENT USEFUL
IDEAS FOR CONSIDERATION.

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